

Promotion of Conscious Water Usage on Campus and in the Wider Community

JSS Academy of Higher Education & Research (JSS AHER), Mysuru

JSS Academy of Higher Education & Research (JSS AHER) demonstrates a sustained and structured commitment to promoting conscious water usage through a combination of institutional policy, academic engagement, student-led initiatives, community outreach, and behaviour-change communication. These initiatives target both the internal campus community and the surrounding population, contributing directly to sustainable water practices and public awareness.

1. Institutional Commitment and Awareness on Campus

Establishment of the Department of Water and Health

JSS AHER has established a dedicated **Department of Water and Health** to promote water resource conservation, sustainable practices, and social orientation related to water management. The department works towards creating research, awareness, and field-based interventions in water conservation.

Water Conservation Signage and Awareness Materials

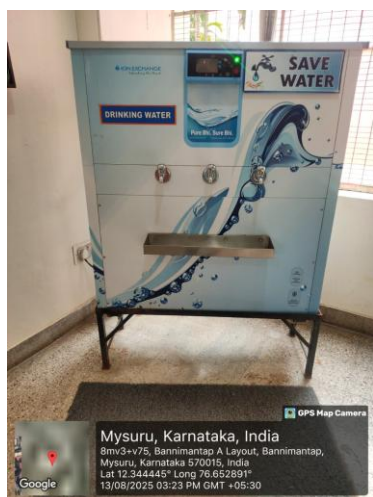
Water conservation flyers and signage boards have been installed in prominent locations across the campus including:

- Academic buildings
- Hostels and residential areas
- Administrative block
- Restrooms and common areas

These materials promote:

- Turning off taps after use
- Reporting leakage and wastage
- Responsible water consumption
- Awareness of rainwater harvesting and reuse practices

This continuous visual communication reinforces responsible behaviour among students, staff, and visitors and creates an institutional culture of water conservation.



Safe drinking water supply at various places in Medical College and Hospital

2. Student-Led Campaigns Promoting Water Responsibility (NSS Initiatives)

Through its active **NSS Unit**, JSS AHER regularly conducts programmes that connect cleanliness, waste reduction and water protection.

a. Swachhata Hi Seva – 9 October 2024

Student volunteers cleaned hostel and surrounding areas, focusing on removal of plastic waste and debris that could contaminate drains and groundwater.

Community members were sensitized on:

- Risks of dumping waste near water channels
- The importance of keeping drains clean
- Preventing plastic pollution in water bodies

This initiative directly linked cleanliness to **protection of surface and groundwater resources**.



b. Swachh Bharat Abhiyan – 4 March 2025

55 student volunteers participated in a campus and community cleaning drive. Waste was collected and disposed through Mysuru City Corporation. The programme highlighted:

- Impact of solid waste on water bodies
- Connection between sanitation and water quality
- Need for behavioural change at the household level



c. Swachhatha Sarvekshan– Kukkarahalli Lake – 16 February 2025

Students cleaned the lake area, protecting an important urban water source. They also interacted with the public, spreading awareness on:

- Preventing littering near lakes
- Conserving local water bodies
- Community responsibility in water protection



3. Community Health and Water Awareness Programmes

a. Dengue & Malaria Awareness – 23 July 2024

Conducted by the Department of Community Medicine and JSS Urban Health Centre, the programme emphasized the **relationship between stagnant water and vector-borne diseases**. Community members were educated on:

- Eliminating stagnant water in containers, coolers, tyres, tanks, and drains
- Safe storage of drinking water
- Maintaining clean surroundings to prevent mosquito breeding

This directly linked conscious water management to disease prevention.

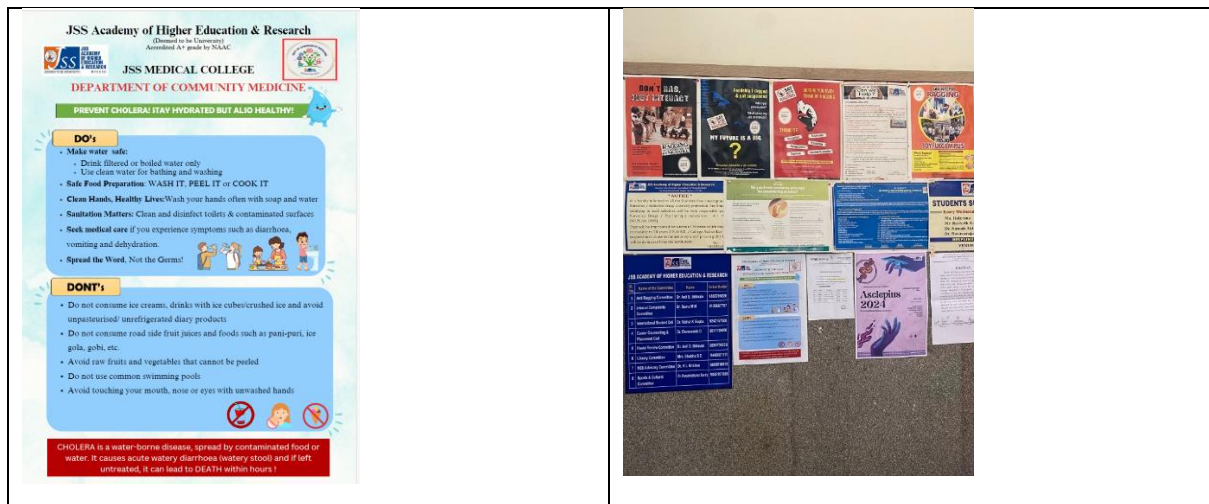


b. Cholera Prevention Education

Educational material on “Staying Safe During Cholera Outbreak” was developed and displayed in hostels and community areas. It highlighted:

- Use of boiled/treated water
- Safe storage practices
- Hygiene and sanitation measures

This helped spread awareness of **safe water use in preventing water-borne diseases**.



4. Water Quality Monitoring as a Learning & Awareness Tool

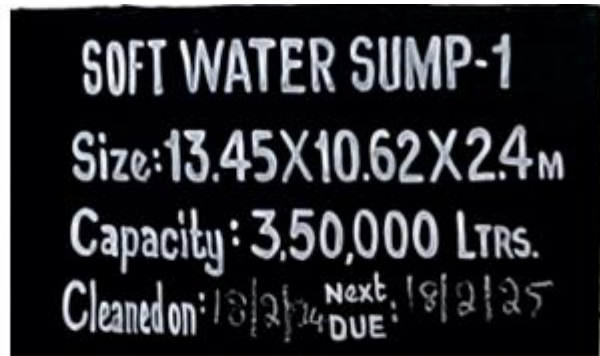
The **Department of Community Medicine** conducts routine:

- Chlorination monitoring
- Water quality testing in hostels, guest houses, and campus facilities
- Demonstration of Sodium Hypochlorite treatment methods

These activities serve the dual purpose of:

- Ensuring safe institutional water supply
- Educating students, interns and community workers on practical water safety methods

This hands-on exposure helps disseminate knowledge beyond the campus when students participate in fieldwork.



Labels of tank capacity and dates of cleaning of the storage tank.



Chlorination Pump | Inspection of process of chlorination and functioning of the pump

5. Field-Based Learning Leading to Community Impact

MPH and Public Health students undertook visits to:

a. Sewage Treatment Plant (30 May 2025 & 19 July 2024)

Students learned about:

- Wastewater treatment processes
- Reuse of treated water for irrigation
- Environmental protection and disease prevention



b. Vani Vilas Water Treatment Plant (18 & 29 July 2024 / 29 May 2025)

Students observed:

- Water purification and filtration
- Chlorination and monitoring
- Distribution systems for safe drinking water

Students further disseminate this learning through:

- Community awareness sessions
- Academic projects
- Outreach programmes in villages and urban locations



6. Partnerships for Wider Community Impact

JSS AHER collaborates with reputed organizations including:

- **Environmental Management and Policy Research Institute (EMPRI)**
- **Centre for Environmental Education (CEE)**
- **Karnataka State Pollution Control Board (KSPCB)**
- **Municipal authorities & NGOs**

Activities include:

- **Cauvery River cleaning drives**

- Swachhata Savaari campaigns
- Nature walks and water awareness workshops
- Behaviour change communication programmes in villages

These initiatives extend JSS AHER's impact far beyond the campus into the surrounding communities.



7. Alignment with Sustainable Development Goals (SDGs)

These initiatives directly support:

- **SDG 6 – Clean Water and Sanitation**
- **SDG 12 – Responsible Consumption and Production**
- **SDG 13 – Climate Action**
- **SDG 17 – Partnerships for the Goals**

Conclusion

JSS Academy of Higher Education & Research actively promotes conscious water usage through a comprehensive and multi-dimensional approach involving:

- Institutional policy and dedicated departments
- Continuous campus awareness through signage and monitoring
- Student-led environmental action via NSS
- Community education on water-borne diseases and sanitation

- Field-based learning tied to real community outcomes
- Strategic collaborations and river/lake conservation drives

Through these sustained efforts, JSS AHER not only minimizes its own water footprint but also plays a critical role in shaping water-responsible behaviour in the wider community, thereby positioning itself as a strong contributor to sustainable water management and environmental stewardship.

On **22 February 2025 (Saturday)**, JSS Academy of Higher Education & Research (JSS AHER), Mysuru, organized a multidisciplinary outreach and awareness programme that integrated health, environment and sustainability education for students and the surrounding community.

As part of this initiative:

- **Role of Water and Its Environmental Value:**
Dr. Vadiraj K.T., Assistant Professor, School of Life Sciences, JSS AHER, conducted an interactive session on the *importance of water as a natural resource*, its ecological value, conservation practices, and the urgent need to adopt **responsible water usage behaviours** both on campus and in the community. The session emphasized practical steps for reducing water wastage, protecting water bodies, and sustaining groundwater resources.
- **Awareness Programme on Infectious Diseases:**
Dr. B. R. Jaidev Kumar, Assistant Professor, Department of Pharmacy Practice, JSS College of Pharmacy, Mysuru, delivered a talk on **water-borne and vector-borne infectious diseases**, linking poor water management and sanitation to the spread of illness. This helped participants understand the strong connection between **clean water, hygiene, and public health**.
- **Street Play (Nukkad Natak) on Sustainability and Education:**
A street play on **SDG-4 (Quality Education)** was presented under the guidance of Dr. Prabitha, Assistant Professor, Department of Pharmaceutical Chemistry, JSSCPM. The performance included key messages on **environmental responsibility, water conservation, sanitation, and sustainable living**, creatively engaging students and community members.
- **Eye Camp in collaboration with ASG Eye Hospital, Mysuru:**
Alongside the awareness sessions, an **eye screening camp** was conducted for students and the public, reinforcing the institution's commitment to integrated community well-being, which is closely linked with access to clean water, hygiene, and a healthy environment.

This programme reflects JSS AHER's **active role in promoting conscious water usage and environmental stewardship** through education, community engagement, and

interdisciplinary collaboration, extending learning beyond the classroom and into real-life community practice.

Promoting Conscious Water Usage through Community Engagement and Awareness – NSS Initiative (22 February 2025)

On Day 4 of the NSS Special Camp held on **22 February 2025**, JSS Academy of Higher Education & Research actively promoted conscious water usage and environmental awareness among the local community through a structured series of educational and outreach activities.

In the evening session, an interactive awareness programme was conducted for the villagers focusing on **“The Role of Water and Its Environmental Value,”** led by **Dr. Vadiraj K. T., Assistant Professor, School of Life Sciences, JSS AHER**. The session highlighted:

- The importance of water conservation
- Sustainable water management practices
- The environmental consequences of water wastage and pollution
- Community-level actions to preserve local water sources

This was complemented by an **awareness programme on infectious diseases** by **Dr. B. R. Jaidev Kumar, Assistant Professor, Department of Pharmacy Practice, JSS College of Pharmacy, Mysuru**, where the critical link between **unsafe water, poor sanitation, water-borne diseases, and public health risks** was explained to the community. Practical guidance was provided on:

- Safe water storage
- Personal hygiene practices
- Preventing water-borne and vector-borne diseases

To strengthen the message through creative engagement, the NSS volunteers also performed a **street play integrating themes of environmental responsibility, education (SDG 4), and sustainable resource use**, which effectively communicated the importance of conscious water usage in daily life. The performance encouraged villagers to adopt simple yet impactful water-saving habits at the household and community levels.

The programme received active participation and appreciation from the local community, reflecting its effectiveness in generating awareness and promoting behavioural change regarding water usage and environmental protection.

Through this initiative, **JSS AHER**, via its **NSS unit**, demonstrated its **strong commitment to extending water conservation education beyond the campus and into the wider community**, contributing directly to the attainment of:

- **SDG 6 – Clean Water and Sanitation**
- **SDG 12 – Responsible Consumption and Production**
- **SDG 13 – Climate Action**

This activity exemplifies the University's integrated approach to combining **education, community engagement, and sustainability practices** to foster conscious water usage both on campus and in surrounding rural areas.



JSS Academy of Higher Education and Research (JSSAHER) is actively engaged in a wide range of water conservation initiatives, both at its off-campus locations and within the local community, as part of its community outreach and social responsibility. These efforts include various water management activities, with a particular focus on cleaning drives organized in collaboration with local communities through environmental conservation programs, NCC, and NSS.

One notable initiative is the annual Cauvery River cleaning drive, led by the Department of Environmental Sciences, JSSAHER, in partnership with EMPRI (Government of Karnataka), local authorities, and community members. This program holds great environmental and social significance, as it addresses the pollution—especially plastics and discarded fabrics left by pilgrims near Srirangapatna—that threatens the river's ecosystem. By removing these pollutants, JSSAHER plays a key role in restoring the ecological balance of the Cauvery River, a critical water source for millions. This initiative improves water quality and promotes biodiversity conservation.

In addition to the physical cleaning efforts, the program raises awareness among local communities about the importance of protecting natural resources. JSSAHER's work not only ensures the long-term sustainability of the Cauvery River but also benefits the health and well-being of both local residents and the pilgrims who depend on it.

JSSAHER has also adopted nearby villages, lakes, and ponds through its NSS and environmental programs, reinforcing water conservation efforts through awareness campaigns and restoration drives aimed at preserving and maintaining these vital water resources.





Swachata Abhiyan carried out by the NSS programs to cleaning water bodies at nearby villages and awareness to local community for water conservation

The Environment Education Programme (EEP) is a scheme under the Ministry of Environment, Forest, and Climate Change, Government of India. In Karnataka, the Environmental Management and Policy Research Institute (EMPRI), Bengaluru, serves as the implementing agency for the EEP. In line with this initiative, EMPRI organized the “Swachhata Savaari” activity as part of the LiFE Mission campaign in collaboration with the Department of Environmental Science, JSS Academy of Higher Education and Research (JSSAHER), Mysuru, at the banks of the River Cauvery in Srirangapatna.

The event adopted a symbolic and focused approach to promoting sustainable lifestyles, aiming to inspire children, youth, and the public to think critically and form habits that promote harmony with nature, especially in reducing pollution of natural water bodies and their surroundings. The program emphasized experiential learning for the younger generation through direct engagement with nature and hands-on activities.

Key highlights of the event included psychological interventions to encourage behavior change, such as education, enablement, incentivization, modeling, persuasion, and training. The initiative sought to not only raise awareness but also motivated participants to adopt environmentally friendly practices that contribute to the preservation of natural resources and ecosystems.



The School of Life Sciences, Mysuru, and the Life Sciences Departments of JSS Academy of Higher Education and Research (JSSAHER) jointly organized a Students' Orientation Program on Climate and Environmental Education in collaboration with the Centre for Environmental Education (CEE) and UNICEF. The event took place at the Sri Rajendra Auditorium, JSS College of Pharmacy, Mysuru, with over 400 students in attendance.

The program aimed to raise awareness and educate students on the pressing issues of climate change and environmental sustainability. Key resource persons included Dr. Shruthi BV, Training Coordinator at CEE, and Dr. Susmitha, Assistant Professor, PG Department of Social Work, JSS College of Arts, Commerce & Science, Mysuru. Their expertise provided valuable insights into environmental education and social responsibility, encouraging students to take an active role in environmental conservation efforts.



On 31st June 2025, the Department of Environmental Sciences, JSS Academy of Higher Education and Research (JSSAHER), in collaboration with the Environmental Management and Policy Research Institute (EMPRI), organized a nature walk and water conservation education program for undergraduate students from various colleges in

Mysore at Kukkarahalli Lake. This lake, located in the heart of the city, served as the ideal setting for educating students on the vital role of local water bodies in supporting biodiversity and maintaining a healthy micro-environment.

Approximately 300 students from institutions and private organizations participated in the program. The event also saw active involvement from the local community, enhancing awareness of water conservation and the significance of preserving natural resources for future generations.

6.5.5 COOPERATION ON WATER SECURITY

JSS Academy of higher education and research has active collaborations with local, regional, national and international organizations for potential cooperations in water security, governance and sustainable management of water resources. JSSAHER has cooperated with local municipal administrations for safe drinking water supply and sanitation for public health and wealth. JSSAHER has collaborated with Karnataka State Pollution Control Board (KSPCB) for water conservation and community awareness programs. JSSAHER has engagement with the Environmental Management and Policy Research Institute (EMPRI) and in association with EMPRI, JSSAHER has organized activities like the "Swachhata Savaari" as part of the LiFE Mission campaign. These events focus on sustainable lifestyle practices and involve local communities in environmental conservation efforts, especially water conservation and management. JSSAHER has collaborated with the Scientific Committee on Problems of the Environment (SCOPE), Netherlands for sustainable management and water conservation.

JSSAHER has established a collaborative partnership with the Centre for Science and Technology of the Non-Aligned and Other Developing Countries (NAM S&T Centre) to enhance scientific research and technological advancements in various fields across NAM countries. Key areas of focus include water resources management and conservation to achieve sustainable development.



ಸೂರು

ಕನ್ನಡಪ್ರಭ

ಮಂಗಳವಾರ 14.2.2023

ಕುಕ್ಕರಹಳ್ಳಿಕೆರೆಯಲ್ಲಿ ಪರಿಸರ ಅಧ್ಯಯನ ಶಿಬಿರ

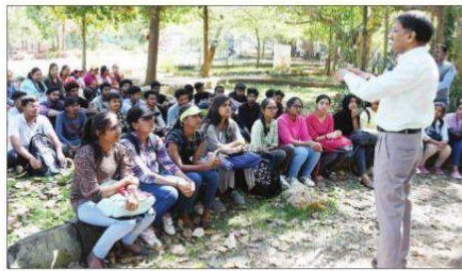
ಜೆಎಸ್‌ಎಸ್ ಉನ್ನತ ಶಿಕ್ಷಣ, ಸಂಶೋಧನಾ ಅಕಾಡೆಮಿಯ ಪರಿಸರ ವಿಜ್ಞಾನ ಅಧ್ಯಯನ ವಿಭಾಗದಿಂದ ಆಯೋಜಿಸಿದ

• ಕನ್ನಡಪ್ರಭ ವಾರ್ತೆ ಮೈಸೂರು

ನಗರದ ಜೆಎಸ್‌ಎಸ್ ಉನ್ನತ ಶಿಕ್ಷಣ ಮತ್ತು ಸಂಶೋಧನಾ ಅಕಾಡೆಮಿಯ ಪರಿಸರ ವಿಜ್ಞಾನ ಅಧ್ಯಯನ ವಿಭಾಗವು ಪರಿಸರ ಶಿಬಿರವನ್ನು ಸೋಮವಾರ ಆಯೋಜಿಸಿತ್ತು.

ಕೆ. ಸರೋವರ, ನದಿ ಮತ್ತು ಸೂಕ್ಷ್ಮ ಜೀವ ಪರಿಸರದ ಕುರಿತು ಅಧ್ಯಯನ ನಡೆಸಲು ಈ ಶಿಬಿರ ನಡೆವಾಗುತ್ತದೆ. ನಗರದ ವಿವಿಧ ವಿಜ್ಞಾನ ಕಾಲೇಜಿನ ವಿದ್ಯಾರ್ಥಿಗಳು ಶಿಬಿರದಲ್ಲಿ ಪಾಲ್ಗೊಂಡು, ಪರಿಸರ ಅಧ್ಯಯನದ ಮೂಲಕ ಹಲವು ಅನುಭವ ಪಡೆದುಕೊಂಡರು.

ನಾಯಕತ್ವ ಗುಣದ ಜತೆಗೆ, ಪರಿಸರದ ಜೊತೆಗಿನ ಸಂಬಂಧವನ್ನು ಅರಿತರು. ಮೈಸೂರಿನ ಕುಕ್ಕರಹಳ್ಳಿ ಕೆರೆ ಅವರದರಲ್ಲಿ ಆರಂಭವಾದ ಎರಡು ದಿನಗಳ ಪರಿಸರ ಅಧ್ಯಯನ ಶಿಬಿರದಲ್ಲಿ ಜೆಎಸ್‌ಎಸ್ ಉನ್ನತ ಶಿಕ್ಷಣ ಮತ್ತು ಸಂಶೋಧನಾ ಅಕಾಡೆಮಿಯ ಜೀವ ವಿಜ್ಞಾನ ವಿಭಾಗದ ವಿದ್ಯಾರ್ಥಿಗಳು ಪಾಲ್ಗೊಂಡು



ಮೈಸೂರಿನ ಕುಕ್ಕರಹಳ್ಳಿ ಕೆರೆಯಲ್ಲಿ ಜೆಎಸ್‌ಎಸ್ ಉನ್ನತ ಶಿಕ್ಷಣ ಮತ್ತು ಸಂಶೋಧನಾ ಅಕಾಡೆಮಿಯ ಅಧ್ಯಯನ ವಿಭಾಗದ ವಿದ್ಯಾರ್ಥಿಗಳು ಪಾಲ್ಗೊಂಡು

ಸಸ್ಯ ರೋಗದ ಬಗ್ಗೆ ಮಾಹಿತಿ ಪಡೆದರು.

ಪರಿಸರ ವಿಜ್ಞಾನ ಅಧ್ಯಯನ ವಿಭಾಗ, ಜೆಎಸ್‌ಎಸ್ ಉನ್ನತ ಶಿಕ್ಷಣ ಹಾಗೂ ಸಂಶೋಧನಾ ಅಕಾಡೆಮಿ ಸಹಯೋಗದಲ್ಲಿ ನಡೆದ ಪರಿಸರ ಅಧ್ಯಯನ ಶಿಬಿರವನ್ನು ಮೈಸೂರಿನ ಜೆಎಸ್‌ಎಸ್ ಉನ್ನತ ಶಿಕ್ಷಣ ಮತ್ತು ಸಂಶೋಧನಾ ಅಕಾಡೆಮಿಯ ಜೀವ ವಿಜ್ಞಾನ ಶಾಲೆಯ ಮುಖ್ಯಸ್ಥ ಪ್ರೊ. ಕೆ. ಎ. ರವೀಶ್ ಉದ್ಘಾಟಿಸಿದರು. ಬಳಿಕ ಮಾತನಾಡಿದ ಅವರು, ಮೈಸೂರಿನ ಪ್ರಮುಖ ಜಲಮೂಲಗಳಲ್ಲಿ ಒಂದಾಗಿರುವ ಕುಕ್ಕರಹಳ್ಳಿ ಕೆರೆಯಲ್ಲಿ ಹಲವು ಜೀವವೈವಿಧ್ಯತೆ ಇದೆ. ಸಸ್ಯ ಪ್ರಭೇದಗಳೊಂದಿಗೆ ಪಕ್ಷಿ ಸಂಕುಲವೂ ಆವಾಸ ಸ್ಥಾನ ಮಾಡಿಕೊಂಡಿದೆ. ಈ ಪರಿಸರದಲ್ಲಿರುವ ವೈವಿಧ್ಯತೆಯ ಬಗ್ಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮನವರಿಕೆ ಮಾಡಿಕೊಡಲು ಶಿಬಿರ ಆಯೋಜಿಸಲಾಗಿದೆ ಎಂದು ತಿಳಿಸಿದರು.

ಪರಿಸರ ತಜ್ಞ ಅಸೋಸಿಯೇಟ್ ಸುಬ್ಬರಾವ್ ವಿದ್ಯಾರ್ಥಿಗಳೊಂದಿಗೆ ಸಂವಾದ ನಡೆಸಿದರು.

ಭೂಮಿ ಹಾಗೂ ಪರಿಸರವನ್ನು ಮತ್ತೆ ತಲೆಮಾರಿಗೆ ಹೇಗೆ ಉಳಿಸಿಕೊಳ್ಳಬೇಕು ಚಿಂತಿಸುವುದರೊಂದಿಗೆ ಪರಿಸರ ಸಂವಿಧಾನದ ಪ್ರಾಂಶುಪಾಲರು ಮತ್ತು ಸಂವಿಧಾನ ಸಂಶೋಧನಾ ಅಕಾಡೆಮಿಯ ಪರಿಸರ ವಿಭಾಗದ ಸಹಪ್ರಾಧ್ಯಾಪಕ ಹಾಗೂ ಸಂಯೋಜಕಾಧಿಕಾರಿ ಡಾ. ಎಚ್. ಪಿ. ಶಿವರಾಜು, ಪರಿಸರ ವಿಭಾಗದ ಅಧ್ಯಾಪಕರು, ಅಸೋಸಿಯೇಟ್ ಪ್ರೊ. ವೆಂಕಟೇಶ್ ಮೊದಲಾದವರು ಇದ್ದರು.

ಕನ್ನಡಪ್ರಭ Tue, 14 February 2023
https://kpepaper.asianetnews.com/c/71681014



Cooperation with Environmental Management and Policy Research Institute (EMPRI) for community education and water conservation